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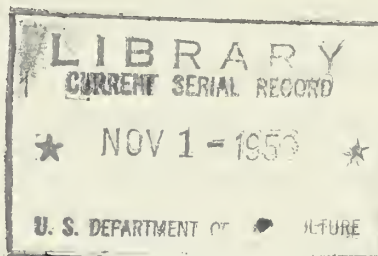
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RFD LETTER

To
Radio Farm Directors

From
Radio and Television Service

Office of Information - U. S. Department of Agriculture



August 3, 1956
Letter No. 728

Dear Farm Director:

The forecast is for more down-to-the-farm weather prognosticating. The U. S. Weather Bureau is expanding its agricultural weather program, and to that end, they had 16 well-trained meteorologists from widely scattered parts of the country going to school near here last week. Literally to get the low-down on farm climate and weather. Jim Beall, chief of the public and agricultural forecast section of WB, instructed the course in agricultural meteorology. This week they moved to the University of Maryland campus to take survey courses in soils, plant and animal physiology, insect and disease relationships, and farm management. In recent years, weathermen have reached higher to learn more about the big air currents aloft. At the same time, farm scientists have been finding out more about the importance of temperatures and air currents near the ground where the plants live. The present group of specialists plans to concentrate on the lowest 150 feet of the atmosphere where the biggest daily temperature changes take place, so as to improve farm weather forecasting.

Water Needs of Cattle Herds

Two ARS scientists, Dr. C. F. Winchester and M. J. Morris, have figured out a set of tables by which farmers and ranchmen can estimate how much water a day their herds will need. Their tables show how much beef and dairy cattle of different classes and sizes drink at various temperatures and rates of feed intake. The tables are based on a compilation of all the published information available as well as on experiments at Beltsville. They may prove an invaluable tool for the big livestock operator. Of course, individual animals vary widely in the amount of water they drink - so the data is not intended for use in determining the needs of individual animals or small herds. . . . Speaking of livestock, yesterday USDA listed counties and states under drought disaster designation. Eligible farmers and ranchers in 324 counties or parts of counties in 11 states are being allowed emergency grazing of land reserved in this year's Soil Bank Program and those in 229 counties in 9 states can get feed grain at reduced cost for a limited time. . . . This week the Outlook and Situation Board reported a near-record supply of feed grains and other concentrates. With a small decrease in the number of grain-eating animals in prospect, that means a little more per animal than last year's record supply. Anyway, enough to meet the '56-'57 needs without reducing carryover stocks very much from the high level of this year. The acreage planted to feed grains this year is about 5 percent less than last year when total feed grain acreage reached the highest level since '44.

"Situation" Blooms with Flowers

AMS "Ag. Situation" editor, Jack Flowers has gathered quite a bouquet of important reports for his August issue out Monday. Economist Harold Breimyer will crown the housewife-shopper as Queen of Markets in his article on meat production trends, past, present and future. He will point out possible effects of quick freezing and irradiation in handling meat in the years ahead. Specialist George Morton will list the many reports on marketing poultry now available to producers. Other experts will report less cattle on feed, when to sell wheat, dairy farmers getting more money, and the Crop Reporting Board issuing more timely and useful information on the various seasonal potato crops.

Market News Broadcasting Survey

We hope you noticed Lance Hooks' "35 Years of Marketing News Broadcasting" in the July "Agricultural Marketing." Lance briefly traces the development of this service from dot-and-dash days through its start as a regular radio service on KDKA, Pittsburgh, in 1921, up through the '54 survey which showed 1,300 radio stations and 82 TV stations broadcasting market news. He also revealed that results of that new survey he is making to determine the use of market news by current broadcasting stations will be available in a few months.

Farm Loss Cutting Research

Oregon Experiment Station and USDA engineers reported this week they have 'crossed' the vacuum cleaner with the combine to give commercial seed growers a way to cut down shatter seed losses by 75 to 95 percent. The new vacuum-cleaner-agitator device reclaims forage-crop seeds lost during combining. They say when fully developed the combine and the attached reclaimer will operate as one piece of machinery. The reclaimer will operate over the clean stubble left just behind the combine cutter bar, so that the threshed straw blown out of the combine will not interfere with seed recovery. . . . Under contract with USDA, a nonprofit organization of California growers and shippers has developed new fiberboard shipping containers which may reduce the cost of marketing fresh western plums by from 19 to 30 cents a crate. . . . Stop-drop sprays that slow up the drop of fruit from apple and pear trees reduce fruit losses at harvest from as much as 20 percent or more to only 5% or 6% and often less. Four plant growth-regulating compounds are being widely used in dilute sprays for this purpose, but Department researchers are still trying to find better, cheaper, and more convenient ones - also more about the biological effects involved in the stop-drop process.

County Agents at Houston in October

In between talking about how dry it (the weather) is in Texas, Dewey Compton, KTRH, Houston, lets us know that the National Association of County Agricultural Agents will meet in Houston Oct. 21-25. Harris County (Houston) extension agent Dan Clinton, is prexy of the Ass'n. Can't be as dry in Texas now as the year the well water tested only 23% moisture. . . . Kirby Brumfield, WHA-TV, U. of Wis., tells us Maury White, RCTV Wis., will be working on a doctor's degree at Cornell. Kirby, who now does two TV shows a week, one radio program, and spends a large share of his time with their Farm and Home movies, writing scripts, narrating, etc., will have much less idle time on his hands with Maury off chasing another degree. . . .

Roads to Family Farm Opportunities

One of the BIG opportunities for farm families is the combination of country living, home grown produce, farm income and non-farm income. That is what Under Secretary True Morse is expected to tell a Home Acres Clinic of Friends of the Land, at Marietta, Ohio, tonight. Among other things, Mr. Morse plans to point out that the big new road program will help bring more farm families within reach of employment opportunities and better markets for farm produce. Good highways will bring more people into farm and recreational areas and so create nearby markets for farm products. Better highways will help reduce marketing costs for farmers. He also will indicate that the new Soil Bank Conservation Reserve will help families adjust to more profitable farming.

Get Ready for '57 Soil Bank Plan

Acting Secretary Earl Butz announced today that the Department will very shortly be moving to the field organization with the Conservation Reserve program and the 1957 Acreage Reserve program, particularly for winter wheat. In reporting nearly a half-million farmers signed over 10 million acres under the late starting '56 Acreage Reserve Program of the Soil Bank, he said these figures show a widespread interest of farmers in the new program. He declared it is obvious the farmers of this nation look to the Soil Bank as an opportunity to deal positively with their surplus problem. Because of the experience gained so far this year and the widespread interest of farmers, he estimated a major advance should be made next year in bringing our surpluses into line.

Pest Control in Woods and on Border

You may find some suggestions for some good programs in Picture Story No. 98: "Plant Quarantines Protect Against Alien Plant Pests". That's a service too many folks take for granted. . . . U. S. Forest Service announced today that it has consolidated all its control work on forest insects and diseases into one division in a concerted effort to cut the tremendous timber losses from forest pests. The recent Timber Resources Review, which we called to your attention when it first came out, was especially instrumental in emphasizing the need for better forest pest control. Insects kill outright 7 times as much timber as fire, and disease 3 times as much. The foresters say forest pest control is where forest fire control was 25 years ago.

Rise in Farm Exports and Why

Yesterday the Department reported U.S. agricultural exports during the past fiscal year ran 10 percent above the year before. Measured in terms of quantity, shipments of U.S. farm products abroad increased 13 percent. The quantity, including cotton which was way down in amount exported, was only exceeded twice in the last 30 years. FAS experts attribute the rise to several factors. Foreign customers were financially stronger, some countries liberalized their import policies, shortages developed in foreign supplies of some commodities due to unfavorable weather. Government programs also helped. The specialists say Title I of Public Law 480 alone accounted for 12 percent of the U.S. exports in value in '55-'56. Exports continued their uphill trend of the previous 2 years. Barter accounted for 8 percent of exports. See the Foreign Agricultural Trade Digest for further figures.

Farm and Home Network Shows Aug. 6-11

ABC "American Farmer" - Sat. Aug. 11, 12:30 to 1:00 p.m. EDT. "Top of the Farm News" with Capt. Jack Towers, just back from communicating with the Army. Features: "New Range Seeder in Wyoming" with Hal Taylor, Ext. Ed., U. of Wyoming.

NBC "National Farm and Home Hour" - Sat. Aug. 11, 12 to 12:30 p.m. EDT. "USDA Headlines" with Layne Beaty.

CBS "Farm News" with Claude Mahoney - Sat. Aug. 11, 9:30 to 9:45 a.m. EDT.

CCBS "Agriculture USA" with Hollis Seavey. Features: "International Farm Youth Exchange Convention" at Ames, Iowa, with Chet Randolph, WHO.

USDA-TV Package for mailing Fri., Aug. 10: "Better Farm Markets" film clip showing results of improving market facilities for farm produce, through USDA research.

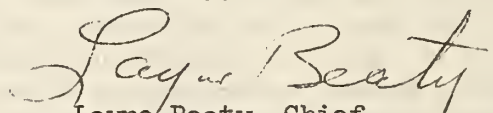
4-H Camp Movie August 15

Les Schlup, Director of Extension Information, tells us the "Rural America Review" 10-minute movie of the National 4-H Club Camp, is going to television stations throughout the country for showings starting Aug. 15. Extension is advising its State and County workers to learn the hour and date of local showing and then to make announcements, so farm people and 4-H'ers will have a chance to see the film.

Pix, People and Programs

"Uncle Bob" Buice, KARK, Little Rock, Ark., is now facing the KARK microphone right here on our office wall. . . . Homer Quann, WSWA, Harrisonburg, and some of the staff and sponsors of the WSVA "Early Farmer Program" are letting our mouth water while they are at an on-the-air breakfast of ham, eggs, and hot biscuits with a Virginia farm family and visitors from Yugoslavia. . . . Latin scholar Frank Atwood, RFD at WTIC, Hartford, and immediate past prexy of NATRFD, sends along a photo, saying he keeps "reading about all these guys getting their pictures on your office wall and can't stand the pressure". In the tintype, he's doing a remote with a winsome lass from Mass., whom he claims is a member of the WTIC Farm Youth Program. Can't understand the scowl on Frank's face, unless it's because Don Nelson, R&TV Univ. of Conn., and a producer are also present. . . . "Your roving reporter" Dick Akers, WKBL, Covington, Tenn., reports they are featuring USDA and U. of Tenn. tapes on their "West Tennessee Farm and Home Roundup" each morning 5:45 to 6:00 Glen Dunkle, KGFT, Harlingen, Texas, sends along a copy of the official weekly Mexican insect report from the other side of the Rio Grande. As it's in Spanish, we'll have to accept Glen's own interpretation. He says fall vegetable planting will have to wait until the area gets some more irrigation water. We don't know, but it seems to us that farm broadcasters in the Lower Rio Grande Valley do about the most thorough job of reporting on insects.

Sincerely,


Layne Beaty, Chief
Radio & Television Service

P.S. Under the law, we are supposed to check our mailing lists. Now's the time. In a few days, under separate cover, you'll get a card for that purpose. Look out for it. Please check it and return promptly if you want to stay on the list.

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RFD LETTER

To Radio Farm Directors

From Radio and Television Service

Office of Information - U. S. Department of Agriculture



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CURRENT SERIALS
NOV 1 - 1956
U. S. DEPARTMENT OF AGRICULTURE

August 10, 1956
Letter No. 729

Dear Farm Director:

At press time today we expect imminent releases of details of the 1957 Acreage Reserve portion of the Soil Bank as it applies to wheat, and also part of the 1957 Conservation Reserve program. . . . Within a few days we expect to send you radio folks a short tape recording with Secretary Benson explaining the 1957 programs, and to you telecasters a short sound-on film feature with the Secretary for television. These will be sent to the radio and TV farm directors on our list. Special tape recordings on the wheat program, and phases of the Conservation Reserve will be available upon request as before. These will be announced in an upcoming RFD Letter.

New Helps to Finance Farming

Now USDA can cooperate more extensively with the 10 Great Plains States in their conservation programs. This week President Eisenhower signed into law the bill that authorized the Secretary to enter into conservation program contracts with Great Plains States farmers and ranchmen for periods up to 10 years. As Acting Sec'y Morse has explained, this will help them make orderly changes in their cropping systems and land uses which they need to make to conserve their soil and water resources. . . . New legislation has also expanded the credit services Farmers Home Administration can offer to farm families - particularly those with family-type farms in the Rural Development Program in many parts of the country. (See tape offering on page 3). For three weeks starting Monday, a series of training meetings will be held throughout the country to instruct FHA State field staffs on making and servicing loans under the new policies. By the middle of September all the 1,500 county offices are expected to be ready to process applications under the new regulations. All the new loans, like the loans already available from FHA, will be made only to applicants who are unable to get adequate credit from other sources. Supervision in the development and carrying out of balanced systems of farming will be provided with most types of loans. . . . Amendments to the Watershed Protection and Flood Prevention Act as signed earlier this week greatly broadened the scope of the help USDA can give to local organizations in carrying out watershed protection, flood prevention and water conservation and development projects. These changes enable the USDA to help on projects that include municipal and industrial water supply development and stream flow regulation, as well as on projects involving flood prevention, irrigation, drainage and other phases of agricultural water management.

See new Tape Catalogue offerings on Page 3
* For Quick Use *

Farm Telephone Service by Radio

The Rural Electrification Adm. is ordering experimental automatic dial-operated radio telephone equipment from two firms. REA engineers are going to try it out for a year on REA-financed telephone systems to see if they can get high-quality service at lower cost than by wire lines. They see three ways of using radio dial telephones in the country. They think radio can provide service to isolated ranches and farm houses that can't be served by wire lines. They see a possibility of providing mobile service to subscribers for telephones in automobiles, trucks and boats. The engineers figure, too, it will give the rural telephone office a good way to communicate with their own maintenance and operation mobile units. They say, with the development of transistors, it may prove possible for the fixed-station radio telephone to keep operating in electric power emergencies by use of a recently developed lifetime rechargeable battery. What is this going to do to the old pastime of party-line listening?

Notice to Houston-Bound RFDs!

Blessed are they who right wrongs, correct errors, give credit where due, etc. . It is County Agent Fletcher N. Farrington of Dadeville, Ala., who is president of the Nat'l Ass'n of County Agri. Agents, instead of Dan Clinton of Houston, as we erroneously said last week. Dan is, however, host agent to the upcoming NACAA convention at Houston October 21st through 25th. Our apologies to Fletcher and Dan, and deep thanks to Good Citizen Les Schlup, Fed. Ext. Serv., for his letter to the editor. . L. O. Tiedt, KTRH, Houston, writes meanwhile, that available rooms for this Convention are already beginning to get a little short, so he would certainly like to hear as soon as possible from all the RFDs who plan to attend. Write directly to him. Recording facilities, he says, will be available.

Changes to More Efficient Farming

In a farm costs and returns study of 27 types and sizes of farms in the chief farming regions of the U.S., over the past twenty years, USDA this week reported farmers moving toward more and more efficiency in farming. The trend continues toward larger farms, more mechanization, more use of new crop varieties and commercial fertilizers, and shifts in production. . . .Another report shows that for the 16th year in a row, the trend continues upward in the use of higher-analysis fertilizers - with increased use of the Big Three plant foods, in the face of a decrease in the tonnage of fertilizers used. . . .With acreage allotments in effect on cotton for the 3rd year in a row, the Crop Reporting Board says the per acre yield prospects continue to reflect the effects of growing cotton on the best land, the use of more and higher analysis fertilizer and other improved cultural practices. . . .In a report on harvesting hay and straw, USDA researchers find handling and storing hay in long, loose form has gone down fast in recent years -- from 86 percent of the crop in '39 to only 20 percent in '54. The practice of chopping hay has risen from 2 to 7 percent. By '54 almost three-fourths of the hay crop was baled. Methods of handling straw have changed considerably in recent years, with more use of combines, pickup balers, and field forage harvesters. Farms of different sizes use different methods of harvesting hay. Generally, the percentage of hay and straw baled, increases with the size of the farm.

Flying Hot Dogs to British Fair

At the Fourth British Food Fair in London August 28 through Sept. 15, visitors will get samples of U.S. hot dogs, doughnuts, baked goods, cheddar cheese, dried milk, orange juice, and lemonade flown from here to there. The U.S. exhibit will include a model kitchen and a frozen food and packaging demonstration. Farm products shown will feature dairy product, poultry, canned, fresh, and dried fruits, lard and meats, and grain products. . . .

Soybean Export Prospects Good

At Urbana, Ill., Monday evening Ass't Sec'y Marvin McLain will address the Annual Meeting of the National Soybean Processors Association. He will point out that, while the prospect for export movement of soybeans in the year which begins Oct. 1 looks good, skill may be needed in handling and marketing the crop. Fortunately, world demand is strong. Twenty years ago U.S. produced only about 20% of all the soybeans produced in the world. Today the proportion is close to 50 percent. . . . Next week, we hope to send you a fact sheet to help in the Special Plentiful Foods Program on Rice for Sept. 27-Oct. 6. The fact sheet will explain why and how USDA is backing up the rice industry's promotion drive to boost everybody's rice consumption, etc. etc. . . . We'd been figuring on tagging Bill Drips, KCIN-TV, Portland, Ore., "the old man of the mountain", but the picture which arrived today for our gallery changed that. The rarefied ozone of the slopes of Mt. Hood has put roses (just two) in Ole Bill's cheeks. The white shirt, cigar, and some of the bay window of his latter days as NBC's director of agriculture are gone, but the eye glint is still there. In his farm shop TV setting, it looks like he's about to give forth with some Drippian wit for the Pacific Northwest.

To Tackle Tough Sheep Disease

August 17, USDA, Canadian, and State researchers and sanitary officials meet in the Statler Hotel in St. Louis to discuss the sheep scrapie disease and the problem of eradicating it in this country. Although infected flocks have been slaughtered, its long incubation period make the problem a continuing one. . . . Construction of the new \$16½ million USDA Animal Disease Laboratory on a 318-acre tract near Ames, Iowa, is not expected to begin until next summer.

Tear Off and Return with Blank Tape

USDA TAPE CATALOGUE

Please Order by Number and Subject

These Can Be Shortened.

- 11Q56 "Telling the Story of US Farm Surpluses to European Farmers" Time: 4 min.
Layne Beaty chats with Sherwood Berg, US Attache to Denmark. (Use quickly)
(Berg received a USDA Superior Service Award for his work in helping Danes understand our surplus commodity situation)
- 12Q86 "New Features of FHA Credit Services" Time 4:00 min. (Use quickly)
Jack Towers interviews Kermit Hansen, new head of Farmers Home Admin.
(Recent Congressional action makes this timely and important).
- 13Q86 "Prospects of Exporting More Soybeans to Europe" Time 4 min. (Use quickly)
Layne Beaty interviews George Strayer, American Soybean Association. He tells, with optimism, how it might be done.
- 14Q86 "Recent Food Survey in Europe" Time 4:00 min. (Use quickly).
Layne Beaty chats with Clarence Francis, food advisor to Pres. Eisenhower.
(This one was recorded at the White House. Mr. Francis is a well-known leader in the food industry).

Farm and Home Network Shows Aug. 13-18

NBC "National Farm and Home Hour" - Sat. Aug. 18, 12:00 to 12:30 p.m. EDT. "USDA Headlines" with Layne Beaty. Features: "Fall Fertilization" and "Russian Harvest Tour".

CBS "Farm News" with Claude Mahoney - Sat. Aug. 18, 9:30 to 9:45 am EDT.

ABC "American Farmer" - Sat. Aug. 18, 12:30 to 1 p.m. EDT. "Top of the Farm News" with Jack Towers. Features: "Progress in the Brucellosis Campaign"; and the new FHA Administrator Kermit Hansen in a talk about "The New Features of USDA Credit Services."

CCBS "Agriculture USA" with Hollis Seavey. Features: U.S. Attache to Denmark, Sherwood O. Berg, and Layne Beaty discussing the story of U.S. farm surplus supplies in Europe.

USDA-TV Package for mailing Fri., Aug. 17: "Beltsville News Reel No. 4" 6 minute sound-on film featuring: (1) Keeping Plants Awake; (2) Radio Active Tracers; and (3) Report on Mediterranean Fruit Fly Control in Florida.

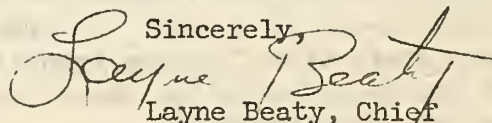
Pan-Am Tour with Todd

Jim Todd, KFI (Los Angeles) tells us that come Feb. 2-26 he will personally conduct the "trip of a lifetime" by air to the land of the gaucho, the tango and samba, the Incas, and whatever else is gay, exciting, exotic, agricultural and educational down South America way. Jim sent along his own smiling picture for our office wall, to show how he feels about the prospect. . . . Harold Garrett, KUJ, Walla Walla, also admits excitement about going back to his old "alma mater". Aug. 20, he reports to State College of Washington, at Pullman, as the new Extension Radio Specialist for the State of Washington. . . Colonel Carl Meyerdirk, KVOO and KVOO-TV, Tulsa, reports that since June 25, KVOO has entertained over 500 4-H Club members, 60 at a time from 16 counties in all, each for three day stay at KVOO's 4-H Club Camp. While at Camp, the 4-H'ers get a comprehensive program of short courses by ext. specialists of Okla. A & M. Governor Raymond Gary of Oklahoma made Carl an honorary colonel on his staff for his work directing this Camp. The Governor, who was an old schoolmate of ours, was once a 4-H member himself.

New Farm Weather Men Near You?

Here are the names and offices of those new farm weather men mentioned in this Letter last week: John Baldwin, Climatology Office, Suitland, Md.; Harry Swift, WB Central Office, Wash. D. C.; Dale Harris, Pomona, Cal.; Robert Hasling, New Orleans, La.; and Gordon Hundebly, Sacramento, Cal.; are located at the WB Office in those cities. At the WB Airport Stations are Mart Baldwin, Harrisburg, Pa.; Gerald Beall, Minneapolis, Minn.; Donald Dunlap, Phila., Pa.; Percy Eland, Topeka, Kans.; James Harman, Omaha, Neb.; Ray Kistler, Phoenix, Ariz.; Oliver Newton, Brownsville, Tex.; Henry Paul, Baltimore, Md.; Lee Stinson, Denver, Colo.; and Vincent Valli, Hartford, Conn. Robert Dickson is at the National Weather Records Center, at Asheville, N. C.

Sincerely,



Layne Beaty, Chief

Radio & Television Service

P.S. Thanks for the many nice things many of you said about "Beltsville Newsreel #3". Our Motion Picture Service's Ashely Abel and Bob Keifer did the photography. Film ed. Gil Courtney also wrote, directed the new WB picture on hurricanes.

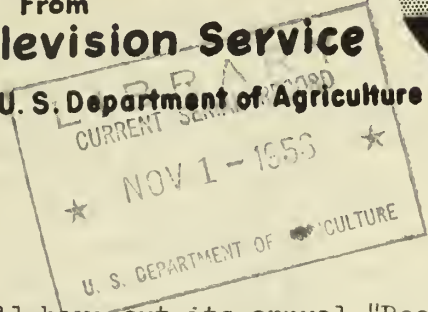
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RFD LETTER

To
Radio Farm Directors

From
Radio and Television Service

Office of Information - U. S. Department of Agriculture



August 17, 1956
Letter No. 730

Dear Farm Director:

In a few days the Department will have out its annual "Book-of-the-Year." This one is about "Animal Diseases." Leading veterinarians and other livestock and disease specialists wrote its 134 chapters. As usual with these USDA Yearbooks, this '56 one is a comprehensive survey of its field - - but we are not going to review it for you - that's your privilege. This is just to let you know that review copies of this Yearbook are available for broadcasters. If you want a copy for review purposes, let us know.

Winter Wheat Soil Bank Plan

Farmers need to review their farm management plans right now for the crops they will seed this fall. That's why USDA is going to the field as quickly as possible with the winter wheat part of the 1957 Acreage Reserve Program of the Soil Bank. Details of the '57 Acreage Reserve plan for cotton, corn, rice, peanuts, tobacco, and wheat grown on farms where all wheat is spring-seeded will be developed and announced later in the year. Between now and the 21st of September, winter wheat growers will have a chance to sign agreements to put winter wheat acres in reserve in the Soil Bank. By producing less than their allotted acres of wheat, farmers can earn payments to offset any loss of net income from lower production. At the same time, they help reduce the piled-up surplus which is pushing down on market prices. . . . Sign up of contracts for the Conservation Reserve part of the Soil Bank, covering a period of years, will also go forward this fall.

New Drought Hay Handling

Something new has been added in the handling of the hay and roughage pay in drought stricken counties. Under former programs, Federal funds were used to pay one-half the transportation cost for moving hay into drought territory - up to \$10 a ton. Last week, Gov. Allan Shivers of Texas proposed a new Federal-State cooperative program. Under terms of an agreement between Secretary Benson and the Texas governor, eligible farmers and ranchers in counties designated as "major disaster" areas will get certificates valued at \$7.50 a ton of hay or roughage bought. The U. S. will provide those funds. The State will pay certain administrative costs, and will develop an arrangement under which banks of the State will help handle the certificates so they may be used as cash in making purchases. Under this plan, considered more practical than former programs, farmers apply to their county Farmers Home Administration committee for certificates for the hay they have been authorized to buy. Secretary Benson says he will consider requests for similar aid from Governors of other drought-designated States.

New Cotton Lab. for Southeast

The new USDA Cotton Ginning Research Laboratory for the Southeastern States at Clemson, S.C., was dedicated Tuesday. Speaking at the dedication part of the Clemson College Farm and Home Week, Ass't Sec'y Earl Butz pointed out that more than \$4 million has been set up in the USDA budget this year for production, utilization, and marketing research for cotton and cottonseed. About 10 percent of this money will be used for ginning research at Clemson and at the other ginning laboratories. The Clemson lab. will be operated as are the other USDA ginning laboratories at Stonesville, Miss., and Mesilla Park, N. Mex., with special attention to the weather conditions and other peculiar problems of the Southeastern States. Sec'y Butz declared to be fully effective cotton research will need to attack the whole cotton problem: (1) ways to lower production costs; (2) improve cotton in competition with synthetics; (3) develop new markets at home and abroad. . . . USDA's Southern Research Branch this week announced a contract with Mass. Tech. for research to find whether irradiation can be used to make useful new textiles from cotton to improve its market position.

Two Thousand Spots on Safety

Art Burroughs, WKAR, WKAR-FM, Michigan State, reports that during National Farm Safety Week, for which he was elected State chairman by the Michigan Rural Safety Council, he taped 63 thirty-second spot safety announcements with Ag men on the Michigan State campus, plus Grange and Farm Bureau leaders, people in the Michigan Department of Agriculture, and county agents. He mailed those 63 spots to 33 radio stations in Michigan. That's 2079 spots. Art says they played 101 spots during the week on WKAR - most of them during station breaks at the hour and half-hour. One station used 119. . . . Art and his safety specialist, Richard Pfister, traveled almost 650 miles to interview six farm people involved in accidents. The talk of the campus that week centered around those interviews.

Undesirable Wheats for '57 Support

After consulting with State Exp. Stations, agronomists, cereal chemists, and other State and Federal specialists, USDA researchers have named 23 wheat varieties of inferior milling and baking qualities. Those varieties will be discounted 20 cents a bushel in price-support rates on the '57 wheat crop. This use of discounts to discourage plantings of undesirable varieties of wheat was tried for the first time on this year's wheat crop. The list of undesirables is practically the same for next year's wheat crops, except the "Cimarron" and "Red Hull" varieties have been added, and "Kanqueen", "Yogo", and "Galgalos" have been taken off the list. Crop improvement associations have urged the price-support discounts on undesirable wheats to help improve quality of overall U. S. wheat production. See your County Agent for the list in your territory.

Urged to Watch Cattle Developments

Cattle industry representatives, who met with Department officials here Monday, agreed on an intensive beef selling program during the coming months of heavy cattle marketings. Also continued attention to developing export outlets for beef. They urged the Department to be prepared to begin beef buying if conditions warrant - but they were against an emergency beef buying program at this time.

International Know-How Exchanges

Five Japanese food officials and importers have arrived in the U.S. to study our wheat and flour production and marketing - also rice. Japan is now this country's leading market for wheat, and USDA and the Oregon Wheat Growers League arranged the visit. It forms part of a continuous program to expand foreign markets for U.S. farm products. . . . August 27 a group of leading German agricultural scientists will arrive in U. S. for a series of conferences. They propose a U.S.-German exchange of scientific information and experience - through publications, correspondence, graduate research, and exchange of scientific personnel. . . . Entomologists of the USDA's Regional Insect Control Project have in recent years given more than 300 demonstrations on control of 74 different destructive insects praying on 32 different crops in 10 countries. Some of these countries have already developed modernized practical insect control programs of their own. As a result, new markets for chemicals, trucks, airplanes, and insecticidal spray equipment have been created abroad.

Invitation to National Field Days in Iowa

A note from Keith Kirkpatrick, WHO, Des Moines, beats the drum for the upcoming national plowing matches on September 20, 21, and 22. They've been expanded to include a number of other events, and the whole affair goes under the name of National Field Days. Herb Plambeck and Keith guarantee to make covering the happenings--just east of Des Moines in Jasper County--as easy as possible for all RFDs. There'll be a press tent, transportation, refreshments, and plenty of news and interview possibilities. Presidents and presidential candidates have been known to visit this event in other years. . . . Picture in Forestry Digest this month of Bob Miller, WLW, Cincinnati, receiving citation from Ohio Forest Industries Committee for his "efforts to promote a better understanding of the concept that timber is a crop".

Tape Features Being Readied on Conservation Reserve

We'll be shooting some tapes to you pretty soon on the Conservation Reserve part of the Soil Bank which was announced this week. As soon as the people get back from the field, we'll have features with Secretary Benson, Howard Doggett, who heads up the Soil Bank, and the four CSS area directors. We'll be sending the Secretary's comments to all of you - you'll have to request the others and replace the roll of tape. It may take us up to two weeks to corral all the people, but you can send us your requests and blank tapes now and as soon as the tapes are ready, we'll shoot them to you.

Here Are More Tapes

A few days ago the Department announced the "winter" vegetable acreage marketing guides for the coming season. We made special tapes with Floyd Hedlund of AMS for each of the winter vegetable states - Florida, Texas, Arizona and Calif. We mailed the tapes right off to you fellows that we were pretty sure would want them. But if you didn't get a winter vegetable acreage guide tape, and are interested--just let us know and we'll send it. Replace the tapes, please.

Radio Keeps Up with the Times (also the Post, Herald and Tribune)

With radio in a period of change, some farm radio program technique workshops are in the preliminary talking stage. We'd appreciate hearing what you would like to gain from participation in such a workshop to help you make the best use of radio now. Will you write us?

Farm and Home Network Shows Aug. 20-25.

CBS "Farm News" with Claude Mahoney - Sat. Aug. 25, 9:30 to 9:45 a.m. EDT.

ABC "American Farmer" - Sat. Aug. 25, 12:30 to 1:00 p.m. EDT. "Top of the Farm News" with Jack Towers. Features: Rural Development in Lewis County, West Va., and an American Farmer Salute to County Agent George Kessler, Lowndes County, Ga.

NBC "National Farm and Home Hour" - Sat. Aug. 25, 12:00 to 12:30 p.m. EDT. "USDA Headlines" with Layne Beaty. Features: 10th Annual Beltwide Cotton Mechanization Conference, Athens, Georgia, and Report on Everett Mitchell's Russian Harvest Tour.

CCBS "Agriculture USA" with Hollis Seavey. Features: Cutting Marketing Costs through Streamlined Handling Methods--W.C. Crow, AMS, and Layne Beaty.

USDA-TV Package for mailing Fri. Aug. 24: REA and the electrical industry show the newest in labor saving equipment demonstrated on American farms--in 21 still pictures.

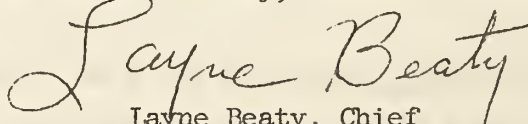
Of Mikes and Men

Ed Slusarczyk, now vice-president and station manager of WBRV, Boonville, N.Y., complains that some of you folks still send him mail to WIBX, Utica, where he used to do farm stuff. Thanks for writing, Ed. Last we heard, you were entering the dairy marketing business. Congratulations on moving up to a top spot in radio management. . . . Leave it to the older guys in the business to have their pictures made with pretty young things. Old Maestro Herb Plambeck, WHO, Des Moines, now graces our wall with the Iowa girls 4-H president, Martha Glenn. The picture looks like Herb is entertaining with parlor magic but he insists it's a nutrition demonstration on TV. . . .

The latest KDKA Agricultural Scholarship belongs to Warren Carmichael, a sophomore in general agriculture at Penn State. In addition, Carmichael was selected from other similar scholars to spend the summer months on the KDKA staff on regular farm broadcasts. The young man has been editor of Ag Hill Breeze, a student weekly, and worked with WDFM, Penn State's FM radio.

C.A. (Colonel) Herndon, Radio and TV's own bard, who usually has most to do with this weekly letter, is sunning himself on North Carolina's coast, dodging hurricanes, and reading pirate history. He'll have some new, salty, neatly-turned phrases to try on us when he gets back. . . . While Everett Mitchell is in Russia, Milt Bliss, NBC's Agri. Repr. is doing Everett's daily farm show on all-color WNBQ, Chicago. Our Jules Renaud is spending half a week there as guest performer and student of color TV.

Sincerely,



Layne Beaty, Chief
Radio and Television Service

P.S. With color television just over the hill, for most of us (here now for some) what would you like to know about making best use of it? What you tell us will help in planning the 1957 Jan. Visuals Workshop here, which will be devoted to color. How about it?

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RFD LETTER

To
Radio Farm Directors

From
Radio and Television Service

Office of Information - U. S. Department of Agriculture

August 24, 1956
Letter No. 731

Dear Farm Director:

With Chief Layne Beaty taking his two weeks with pay in the Lone Star State (which ought not to be so lonely anymore), and Col. Herndon with one more week to go in North Carolina, the rest of us have been cogitatin' on what to put in this Letter that will enlighten and entertain you fellows. Somebody suggests that we ought to have something on the Soil Bank. A good idea . . .

The Soil Bank . . . and Wheat Stocks

The wheat folks say we have good reason to look for a substantial reduction in wheat stocks come July, 1958. They figure this way: There's a goal set to put 12 to 15 million acres of the 55 million acre-allotment for the 1957 wheat crop into the Soil Bank. This would put seeded acreage at 40 to 43 million acres with an estimated crop of around 700 million bushels, at average yields. Domestic use plus exports should account for over 950 million bushels--and we could wind up with a reduction in stocks of about 250 million bushels. . . This would be for the 1957-58 crop year. . . with wheat stocks maybe going down.

Seedlings Going Up

Foresters estimate that they'll need an extra one billion seedlings a year to keep up with requests from landowners who participate in the tree planting programs under the Conservation Reserve part of the Soil Bank. The Forest Service plans to expand present State tree nurseries, set up some new ones, and also use tree seedlings produced by commercial nurseries. Available nursery stocks will go part way toward meeting immediate needs, but the foresters expect it will take at least two years to catch up with the increased demand of the Soil Bank tree planting program. . . Forest Service also plans to provide technical advice on planting trees to help folks get their plantations off to a good start.

No Seep in the Sump--Maybe

USDA's Agricultural Research Service and the Utah Experiment Station are testing some special plastic films to see how they'll work as liners for farm reservoirs. The idea is to cut down on seepage which accounts for a high percent of water loss. The researchers have used various plastics--including vinyl and polyethylene--and with good results so far.

Commission on Increased Use of Farm Products Meets

One of the last items on President Eisenhower's schedule before he left for San Francisco this week was to confer with members of his newly appointed Commission on Increased Industrial Use of Agricultural Products. In developing recommendations for making wider use of farm products in the manufacture of industrial products, the group plans to survey and appraise all current research in the field of crop utilization throughout the country. . .they'll be seeking the counsel, too, of national farm organizations on extending the use of crops not required for food or feed. . .The Commission will welcome suggestions from interested groups and individuals on ways to expand non-food and non-feed uses for farm products. . .Their address, Rooms 316-19 East Wing, USDA, Washington.

Just checked the mailbox and we've got,

More Pictures for Our Gallery

Ted Richards, ext. radio specialist at Penn State, did us proud. A real fine picture of Ted and his dawg--both of them apparently carried right out of this world by the hi-fi music they're listening to.

Then CBS's Claude Mahoney--all of him--remembers us with a picture of himself--all of him--and the four 4-H members of Maryland's world champion dairy cattle judging team. One of them is a pretty young lady, and Claude's standing right next to her.

One of the real old-timers (but not real old) in the farm broadcasting business is John Merrifield of WWJ-TV, Detroit. When he wishes, John can take a long backward look through his days at WLW, Cincinnati, and WHAS, Louisville, etc., but instead he's looking far into the future, as indicated by the photo of himself which he sent in for our gallery. Anyway, he has completely forsaken radio for something called television.

Notice to All Oscar Contenders: Smokey's in the Movies!

To dress up the background in Gracie's Diner, part of the locale for the movie "Bus Stop", director Joshua Logan, chose four of the new 1956 Smokey Bear posters. Who is Gracie of Gracie's Diner? Marilyn Monroe!

Notice to all Woodpeckers: Tighten Your Belts!

Telephone and electrical poles have long been Woody Woodpecker's favorite eating place. He will, then, undoubtedly "view with alarm" the tests that REA has helped arrange with an electric co-op in Robstown, Texas. They're using fiberglass poles in place of wood . . . as a possible solution to pole-top fires, caused by power leakage. The testers have found the commercially made poles light-weight, yet strong as spring steel, and with good insulation characteristics . . . and termites and woodpeckers don't make a dent.

Deadline to Comply with Acreage Reserve Extended

Telegrams were sent this week to all State ASC Committees making August 31 the deadline for farmers to dispose of crops on land they've designated for the Acreage Reserve. . . .Previous deadline was August 3 . . .Final figures released this week show over 12,300,000 acres of cropland were signed under the 1956 Acreage Reserve.

Outlook for Last Half of '56

It appears likely that farmers this year will realize the first upturn in net income since 1951. The Demand and Price Situation out this morning says that higher prices in the second half of this year and payments of close to 300 million dollars to farmers under the Soil Bank and wool programs will account for the gain . . . production expenses are also expected to rise with the hike in prices for industrial items. . . .but total income of farmers is expected to go up enough to boost their net a little above last year's total. . . . Prices received by farmers in mid-July averaged 3 percent above a year ago. . . and 10 percent above the low of last December. Prices for the rest of '56 are expected to average above the same period of last year Reduced production of some crops, smaller marketings of hogs, growing consumer purchasing power, and increasing exports give this favorable view to the price outlook.

Among the commodities, meat production this fall will be less than a year earlier. . . .the first downturn since 1951. Pork will account for most of the decline because of the 8 percent cut in last spring's pig crop. While meat production this fall will be below a year earlier, it will, of course, rise seasonally from summer levels.

New Seed Storage Laboratory at Fort Collins

Work will begin next spring on a new National Seed Storage Laboratory at Fort Collins, Colo. When completed, it will house valuable germ plasm that plant scientists will use in their search for the new and better crops of tomorrow.

Tear Off and Return with Blank Tape

USDA TAPE CATALOGUE

Please Order by Number and Subject	These Can Be Shortened
9A86 A Beltsville Recording "Bringing Nematodes into Focus" Layne Beaty chats with Dr. A. L. Taylor, ARS	Time: 5:00 (Use anytime)
10A86 A Beltsville Recording "More About the Nematode" Layne Beaty chats with Dr. A. L. Taylor, ARS	Time: 5:00 (Use anytime)
11A86 A Beltsville Recording "Rabbit Blood Bank--A Tool Against Plant Disease" Layne Beaty chats with Mr. Harold McKinney, ARS	Time: 5:00 (Use anytime)
12A86 A Beltsville Recording "Wheat Leaf Rust Resistance from Grass" Jack Towers chats with Dr. Louis Reitz, ARS	Time: 4:35 (Use anytime)
15Q86 "We're Selling Farm Products in Italy" Jack Towers chats with Ray Ogg, U.S. Attache to Italy	Time: 5:00 (Use quickly)
16Q86 "New Radio Link in Rural Telephone Service" Jack Towers chats with Jack O'Shaughnessy, REA	Time: 1:40 (Use quickly)
17Q86 "Real Progress Against Brucellosis" Layne Beaty chats with Dr. Carroll Mingle, ARS	Time: 5:00 (Use quickly)

Farm and Home Network Shows Aug. 27-Sept. 1

NBC "National Farm and Home Hour" - Sat. Sept. 1, 12:05 to 12:30 p.m. EDT.
"USDA Headlines" with Jack Towers. Features: "The School Milk Program."

CBS "Farm News" with Claude Mahoney - Sat. Sept. 1, 9:30 to 9:45 a.m. EDT.

ABC "American Farmer" - Sat. Sept. 1, 12:30 to 1 p.m. EDT. "Top of the Farm News" with Jack Towers. Features: Dedication of Bernalillo County 4-H Club Building, in New Mexico with Cecil Herrell and an American Farmer Salute to Associate County Agent Bob Porter of Morris County, N. J.

CCBS "Agriculture USA". Features: The Conservation Reserve of the Soil Bank -- Howard Doggett, Head of Soil Bank; Paul Koger, Administrator of Agr'l Conservation Program Service, and Jack Towers, Office of Information.

USDA-TV Package for mailing Fri. Aug. 31: "A Forestry Blueprint for the Future", with predictions of our coming needs for lumber and other wood products--with 16 still pictures.

Of Mikes and Men

Last week it was timber--this week it's dairy products. Bob Miller and the WLW Farm Department (Cincinnati) spend most of their time accepting awards. The latest: a special "June Dairy Month Promotion Award" presented by the Ohio Farm Bureau Federation.

A Pair in Piccadilly

Maynard Speece, WCCO, Minneapolis, will join the above-mentioned Bob Miller when the two hie themselves off to London, England on October 7. They'll be covering the World Plowing Matches near Oxford on October 10, 11, and 12. Then Maynard and Bob will be off on a junket which will take them to Amsterdam, Brussels, Paris, and Shannon, Ireland, before they hit home again on October 22. Maynard and Bob appear to be the only two RFDs who will cover the Plowing Matches on the spot. Talking with Maynard by phone today, he says he plans to make tapes for any of you who want them. We'll let you know the details on this laterNext year the World Plowing Matches will be held in the United Statesat Peebles, Ohio . . . with Bob Miller as one of the co-chairmen.

Among Ourselves

As this Letter goes to press, Gordon Webb is busy rehearsing for his role as Father of the Bride at his daughter's wedding tomorrow; George Loesing (our summer trainee) is packing his gear getting ready to head back for his senior year at Columbia, Mo.; Jules Renaud is winging back from Chicago with the latest clues on color TV; Jack Towers is in the recording room chirping out the farm news. It's a perfect opportunity for a Minority Report, but I haven't had time to write one. And I'm on my way out for coffee, anyway.

Sincerely,

Alice F. Skelsey
Alice F. Skelsey
Radio & TV Service

P.S. When the boss reads this, it should send him scuttling back to Washington. Which is what we had in mind in the first place. We miss the genial gent.

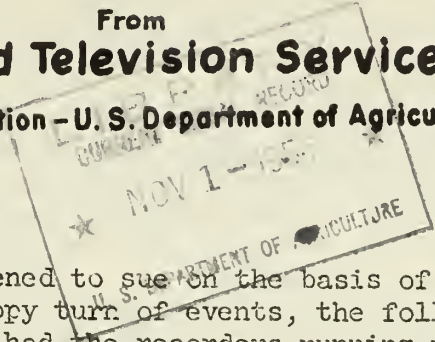
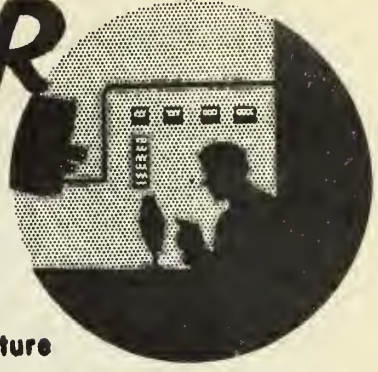
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RFD LETTER

To Radio Farm Directors

From Radio and Television Service

Office of Information - U. S. Department of Agriculture



August 31, 1956
Letter No. 732

Dear Farm Director:

Not a single person threatened to sue on the basis of last week's letter. Aside from this unexpected and happy turn of events, the following seems to be most noteworthy. Jack Towers has had the recorders running full tilt and by Tuesday he will have buttonholed all the people concerned with the tapes on the Conservation Reserve. They're listed below. The requests that are already in will be filled and on their way to you on Tuesday. (Monday we rest from our labors.) If you haven't ordered, and want these features, they'll go out the day we get your request--and tape. We're sending all of you in the winter wheat area a statement by Ass't Secretary Marvin McLain on the 1957 winter wheat Acreage Reserve.

Uncle Sam Makes a Sale

One of the big stories in the Department this week was the 360.1 million dollars worth of surplus farm products that the United States has sold to India. This is by far the largest sales agreement ever negotiated under Public Law 480. India agreed to buy close to one-fourth of the rice available in Government stocks during the marketing year 1956-57. . . more than 15 percent of the total wheat held by the Government as of August 1. . . 500 thousand bales of cotton . . . 6 million pounds of tobacco . . . and three-and-a-half million dollars worth of dairy products.

Tear Off and Return with Blank Tape

USDA Tape Catalogue

Please Order by Number and Subject	These Will Fit in Well with Local Story
8SB-86 Tree Planting Angles of the Soil Bank Conservation Reserve, Frank Connolly, Forest Ser.	Approx. Time: 3:30
9SB-86 Soil Bank Conservation Reserve in the Midwest, Area CSS Dep. Dir. Dick Coe	Approx. Time: 3:30
10SB-86 Soil Bank Conservation Reserve in the Northeast, Area CSS Dir. Harris Soule	Approx. Time: 3:30
11SB-86 Soil Bank Conservation Reserve in the Northwest, Area CSS Dir. Hubert Dyke	Approx. Time: 3:30
12SB-86 Soil Bank Conservation Reserve in the Southeast, Area CSS Dir. Clyde Greene	Approx. Time: 3:30
13SB-86 Soil Bank Conservation Reserve in the Southwest, Area CSS Dep. Dir. Thomas Miller	Approx. Time: 3:30

Cotton Build-up May be Halted

The build-up in the cotton carryover which began in the 1951-52 season may be halted this year. With prospects for exports double those of 1955-56 and domestic consumption holding its own . . . total use of cotton could run as much as 25 percent more in 1956-57 than in the previous year. . . enough to hold the cotton carryover at the same level, or maybe even lower. . . than the record 14.1 bales (preliminary estimate) of last August 1.

The Long Finger of Research

This week, Dr. Byron T. Shaw, head of the Agricultural Research Service, spoke at the University of Connecticut and posed some research questions for the future. Among them . . . Pathologists develop varieties of cereals that are resistant to rust, for example. Why not develop strains of diseases to which certain weeds are susceptible? . . . And maybe, says Dr. Shaw, some bright, young biologist will some time show us how to reproduce and use in a practical way the natural chemicals or sounds that attract insects to each other. . . . a booby trap for insects, maybe. . . . and not the least of the challenges is the need for new scientific talent. We need a thousand scientists each year in agricultural research alone . . . You can help by "Selling Science" as a rewarding career for young people whenever the opportunity presents itself.

A "Biggar" and Better Idea

George Biggar, WLBK, DeKalb, Ill., passes along one of his "audience-builder-and-holder" features that they use on their noon show "Farm Roundup". With true modesty, George says the idea didn't originate with him. . . he picked it up from KICD, Spencer, Iowa.

Every day at 12:45 on the show, George telephones a farm family. After asking a question or two about their farm work, crops, and so on, he reads the latest weather forecast to the farmer or his wife. Then he asks them to predict the temperature for that time the next day. If at 12:45 the next day, the farmer or his wife has correctly guessed the temperature--or within one degree of it--they've hit the Bullseye, and the sponsor comes through with a merchandise prize. They have consolation awards for those who miss. George says the farm people get a big kick out of it, especially in kidding their neighbors whose predictions aren't so good. George doesn't say, and we're wondering, how good the farmers are at forecasting.

A "Might-y" Good Idea

Charlie Might, WMRN, Marion, Ohio, sends us a copy of the summer edition of their newsletter. Among their many enterprising activities is this one: The herd mark assigned to the registered hogs on the WMRN farms is WMRN--what else? The call letters will be tattooed on the ear of each animal. Like Charlie says, "WMRN is a small station that likes to do a lot of little things in a big way."

Weigh-A-Day-A-Month

Nationwide launching of the Weigh-A-Day-A-Month dairy record-keeping plan begins September 14. A press release for September 5 will announce the regional meetings of Extension dairymen who will be the key people in carrying this campaign back to their own areas. Special features of the plan are its low cost and simplicity which will have special appeal to owners of small herds. As a matter of fact, it's designed to meet the record-keeping needs of the nine out of 10 dairy farmers who do not keep production records. Your State Extension people are the key contacts on this. Fact sheet coming next week.

The Family Food Bill

The average family food bill in this country is \$27 a week--or at least it was in the Spring of 1955 when USDA made a survey of what families spend for food. This is for the average family of 3.43 persons, each of whom eats \$7.89 worth of food a week. It includes food eaten at home as well as away, and also soft drinks and alcoholic and other beverages. It does not include non-food items like soap and so on that are commonly bought in grocery stores.

In the last seven years family spending for food has gone up about 25 percent while retail prices have gone up only 6.5 percent. This, the marketing specialists say is because the average size of families has increased (6 percent), their income has increased (28 percent per capita, after taxes), and homemakers are buying more expensive foods, including more of those with built-in conveniences like precooking and so on.

Russian Agriculture, One Year Later

Our Foreign Agriculture Service has a follow-up story on the Russians' tour of U.S. farms last summer. The impact of what the Russians saw and learned in the United States is now showing up in Soviet agriculture. . . For one thing, they're working hard on manpower conservation. Before last winter, for example, herds of dairy cows on collective farms were usually milked three or four times a day. It seems now that the number of milkings has been reduced to twice daily, and this practice has been adopted widely throughout the country.

Our machinery also fascinated the Russians. They were proud of their huge machines but now the Russian production plans call for a larger number of small, wheel-type tractors. This is a departure from the Soviet philosophy that bigness makes for efficiency.

Then too, the Russians are banking heavily on corn to solve their country's feed requirements, and thus eliminate the shortage of livestock products. By their own figures, they quadrupled their corn acreage in 1955 to 40 million acres, and there'll be perhaps 75 million acres in the next two or three years. After the Russians returned home from their U.S. tour, their original plan of growing corn on poor-producing soil was changed. The Soviets now recommend not only that corn be planted on fertile soils, but that supplemental applications of chemical or organic fertilizer be used.... All in all, it seems obvious that at least some of the new Soviet farm practices were inspired by last year's tour of U. S. farms.

Clues on Color

Color television is wonderful for farm programs reports Jules Renaud after a profitable week assisting Milt Bliss produce his early morning color TV program on WNBQ in Chicago. Milt has been substituting for Everett Mitchell the last four weeks while Everett toured Russia with a group of farmers.

From his observations, Jules suggests you watch for the following in planning your color TV farm program: 1. Avoid use of dense, deep-colored 2X2 slides. (They go black on b/w sets.) 2X2 slides from Ektachrome film are usually best for speed of development and costs. 2. Keep all colors in similar gray scale range and keep graphics simple. 3. Avoid high yellows, chartreuse, and high shades of green. The color TV system tends to exaggerate color. 4. Coarse-textured visuals are better than shiny or slick-coated materials. 5. Make-up is needed to avoid rosy cheeks and ears. 6. For supers, use white lettering on black background.

Atoms for Alaska -- The AEC this week announced the approval for negotiating a contract for a atomic power reactor system for the Chugach Elec. Ass'n of Anchorage, Alaska--making it the third REA electric borrower to move into the atomic age.

Farm and Home Network Shows, Sept. 3-8

NBC "National Farm and Home Hour" - Sat. Sept. 8, 12:00 to 12:25 p.m. EDT. "USDA Headlines" with Layne Beaty. Features: "American Farmers Reporting their Observations on Farming Behind the Iron Curtain."

CBS "Farm News" with Claude Mahoney - Sat. Sept. 8, 9:30 to 9:45 am EDT.

ABC "The American Farmer" - Sat. Sept. 8, 12:30 to 1 p.m. EDT. "Top of the Farm News" with Jack Towers. Features: "Our Poultry Inspection Service" with Dave Hume of AMS; and a Salute to Home Demonstration Agent Margaret Edsel Fitch, Canadian County, Okla.

CCBS "Agriculture USA" features "A Look Ahead at Women's Programs" with Frances Scudder, Extension Service, and Jack Towers.

USDA-TV Package for mailing Fri. Sept. 7: "Farm Ponds - New Homes for Ducks, Too." Duck hunters will have increased shooting this fall because more ducks nested on farm ponds this summer--told with still photos.

A Trainee Speaks

George Loesing, our summer trainee, departs this week for Columbia, Mo. He wrote a short paragraph about his work here, and since we like to read good things about ourselves, we're printing it.

Says George, "I've certainly enjoyed the past three months I've spent here. I think I've learned a lot about how the Department of Agriculture works to serve the people and even more about how the Radio and Television Service works to serve radio and television stations."

"I spent about the first half of my stay in the Radio Service, and then moved over to the television shop. The Soil Bank hit the news not long after I started to work, so I managed to stay busy dubbing tapes on that subject for a few weeks. Since I moved over into the Television Service, I've helped with the fourth edition of the Beltsville Newsreel and have been writing some of those telecast news releases that some of you have been receiving. I'll be on my way back to Missouri soon, but I'll never forget the experience of preparing material for you and meeting those of you who were in here this summer."

After reading this over carefully, George doesn't actually come right out and say anything good about us. But at least he says we work. George is the fourth trainee we've had in as many summers, and he has done the tradition of hard-working, on-the-ball trainees proud. We think this is a fine way to acquaint young people not only with farm radio and television as a career, but also with the workings of a Government Department.

Ladies First

Early next week, over 200 women broadcasters will receive notice of a new tape service we've cooked up for them. We're starting out with a short (3:10) feature on the new Energy-Saving Kitchen designed and built at Beltsville. We think that maybe some of you would also be interested in this topic, and we have a little longer feature all tucked away to offer to you in the near future. But like we said, ladies first! Anybody want to fight about it?

Sincerely,

Alice F. Skelsey

Alice F. Skelsey
Radio & Television Service